

New: "The Swiss Cookbook"

- Betty Bossi presents the ultimate reference work on Swiss cuisine -

Zurich, August 2009. In Swiss kitchens, "Türggaribel" are sizzling, "Stunggis" bubbling, and "Bölletünne" crisping up in ovens. While few people outside Switzerland may have heard of these dishes (fried corn from the Rhine valley; pork stew from Inner Switzerland; and onion tart from Schaffhausen), Swiss cuisine is set to claim its rightful place on the world gastronomic map – thanks to "The Swiss Cookbook", newly published by Betty Bossi. 53 years of experience, twinned with a passion for Swiss gastronomy, have inspired the company to gather a comprehensive collection of the country's tastiest and most popular dishes. The 320-page book is being published in English – a first for Betty Bossi – as well as in German and French. This standard reference work is available now for CHF 29.90 (to Betty Bossi subscribers) or CHF 36.90 (to non-subscribers) direct from Betty Bossi, 6009 Lucerne, Switzerland, or online from www.bettybossi.ch. As always with Betty Bossi, the recipes come with a 100% guarantee of success!

With the launch of "The Swiss Cookbook", Betty Bossi underlines its attachment to Swiss culinary traditions. But the company wants more than just to safeguard the country's gastronomic heritage; it aims to be actively involved in the future development of Swiss cuisine as well. And in this, Switzerland's favourite cook proves to be as innovative and original as ever. This beautifully illustrated reference work features regional specialities as well as new interpretations of classics, garnished with entertaining tips and fascinating ideas that are irresistible to dip into, read, try out, and taste. All the recipes share a long tradition, and reveal a love of detail as well as an emphasis on market-fresh and typical Swiss produce. Betty Bossi did not, however, want these gastronomic treats to be enjoyed only by the Swiss; "The Swiss Cookbook" is therefore being published in an English-language edition (a first for Betty Bossi), alongside French- and German-language versions. A book, then, for locals, friends, and fans around the world, for anyone who misses Switzerland, and for epicures, foodies and gourmets in general – in other words, a cookbook for the whole world!

Switzerland's regions – a reference for gastronomic variety

If one were to ask people to name Switzerland's national dish, most would probably say fondue – with chocolate as the favourite dessert. Yet Swiss cuisine has much more to offer than just cheese and chocolate. In "The Swiss Cookbook", Betty Bossi celebrates the country's gastronomic diversity, dividing Switzerland into four regions. Each cherishes its own culinary traditions, and boasts its own specialities. Betty Bossi has brought together the best of these gourmet delights for the first time in the new reference work, and with it offers a representative survey of Swiss gastronomy, past and present.

Three fascinating sections – an expression of Swiss gastronomy

"The Swiss Cookbook" is divided into three sections. The first covers "Swiss classics", which contains the most typical and best-known dishes, such as "Älplermagronen" ("Alpine macaroni with apple wedges") and "Zürcher Geschnetzeltes" ("Zurich-style ragout of veal in mushroom and cream sauce"). Readers will also find a few surprises – such as dishes with intriguing Bernese names including "Hagu-Hans-Gotlett" ("Pork chops with dried fruit") and "Ziberlihoger-Lisi-Filet" ("Pork medallions with mushroom sauce and herb noodles"). Few gourmets, meanwhile, will know that "Sii" is a dessert made with bread, sultanas and red wine – except, of course, the people of the Valais, whom the Swiss have to thank for this gourmet gem.



Each of the recipes in the second section is a "New interpretation of a Swiss classic", and is based on the ingredients of a typical, traditional dish. The well-known dish of "Geneva-style char", for example, has inspired "Char tartare with potato crisps"; and the classic "Basel-style salmon" has been reincarnated as "Salmon sashimi with onion marmalade".

The third section, "New Swiss cuisine using fresh Swiss ingredients", deals with contemporary Swiss cooking, and features exciting new recipes based on seasonal ingredients, such as "Tête de Moine with walnut pesto" (made with the eponymous cheese from canton Jura), or "Boiled beef with cabbage chutney" from canton Bern. As in the other sections, Betty Bossi reveals once again its culinary expertise and its spirit of innovation. With the publication of the definitive text "The Swiss Cookbook", the company is stepping up as an ambassador for Swiss cuisine abroad, to help extend its influence. May Swiss cuisine, so steeped in history, rich in tradition and yet original, gain the esteem it deserves – and not only in the kitchens of Switzerland!

Text and photographs (300 dpi) from "The Swiss Cookbook" can be downloaded from the website www.medien.bettybossi.ch.

Betty Bossi Publishing has a successful history going back 53 years; today, 90% of Swiss people are familiar with the Betty Bossi brand. The story began on 1 April 1956 with the publication of the "Betty Bossi Post", an information sheet distributed free of charge in food shops by the margarine manufacturer Sais/Astra (Unilever group). In 1977, Betty Bossi Publishing separated from its parent company and became an independent business, which Ringier took over in 1995. A further milestone came in 2001, when Coop took over a 50% shareholding of the company from Ringier. By 2007, Betty Bossi Verlag AG could count on no less than 825,000 subscribers. Betty Bossi's activities include the publication of a large collection of recipe books, the development and sale of its own kitchen and household appliances, the publication of the monthly "Betty Bossi magazine", and also the provision of a large database of recipes on www.bettybossi.ch. In an exclusive collaboration with Coop, the company also distributes the "Idee Betty Bossi" range of freshly made convenience foods; while with Ringier, it produces the television show "al dente", broadcast on the Swiss channels SF1 and TSR1. Betty Bossi also offers culinary and nutritional advice, operating a telephone and email helpline. Last but not least, the company runs the highly popular Betty Bossi cookery school. For further information, see www.bettybossi.ch.

Further information:

Betty Bossi Verlag AG Ruth Bannwart, Head of communication/PR Bürglistrasse 29 Postfach CH-8021 Zürich

Tel.: 044/209 19 73 Fax: 044/209 19 70

ruth.bannwart@bettybossi.ch